How Consumers Want Industries to Leverage Technology to Enhance CX

**RETAIL**
- **21%** Virtual Reality
- **13%** Augmented Reality
- **12%** Voice Assistants

**TELECOMS**
- **26%** Digital Assistants
- **15%** Artificial Intelligence
- **10%** Voice Assistants

**TRAVEL & HOSPITALITY**
- **17%** Digital Assistants
- **16%** Virtual Reality
- **15%** Artificial Intelligence

**BFSI**
- **25%** Digital Assistants
- **19%** Artificial Intelligence
- **7%** Virtual Reality

To find out more, visit sitel.com/white-paper/covid-19-the-cx-impact

Source: Sitel Group COVID-19: the CX Impact Study, CX Index Reports 2020